Datrix's Board of Directors approves preliminary results as of June 30, 2026: strengthening of distribution partnerships and new multi-year contracts

Milan, 29 July 2026 – The Board of Directors of Datrix S.p.A. ("Datrix" or the "Company"), a company whose shares are traded on Euronext Growth Milan (ISIN code IT0005468357), and an international ecosystem of vertical Artificial Intelligence software companies, met today to review the preliminary consolidated financial data relating to the six-month period ended June 30, 2026, prepared in accordance with Italian accounting principles and not subject to audit.

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"The performance of this first half reflects the evolution currently taking place in the market, in the context of enterprise-level adoption of Artificial Intelligence," stated **Fabrizio Milano d'Aragona, CEO and Co-Founder of the Group.** *"Companies have come to understand the transformative scope of the new technologies after a period of experimentation that confirmed the complexity of their implementation across systems, platforms and organizations, leading to greater focus on controlled technology-adoption processes, with particular attention to the relationship between costs and results".*

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Analysis of preliminary consolidated Revenues as of June 30, 2026

Preliminary consolidated Net Revenues[1] amounted to €5.0 million, compared to €5.9 million in the first half of 2025.

Below the breakdown by business lines and trend of the Datrix Group's net revenues as of June 30, 2026:

- **AI for Data Monetization**, representing 83% of the total, recorded revenues of €3.9 million, compared to €4.6 million in the first half of 2025. The MarTech segment generated revenues of €2.9 million, up 8% compared to 1H2025 (€2.7 million). The AdTech segment stood at €0.9 million (€1.9 million in 1H2025). This result reflects the selective discontinuation of low-margin legacy activities in the AdTech segment, started in 2025, and the repositioning towards an AI-powered, publisher-centric data curation and enrichment model. This shift required a complete reorganisation of the management structure, laying the groundwork for a new growth plan targeting premium publishers.
- **AI for Industrial & Business Processes**, representing 17% of the total, recorded revenues of €0.8 million, down by 23% compared to €1.1 million in the first half of 2025. In this area, the Group focused its commercial activity on expanding its client base and finalising multi-year agreements, which will support revenue growth starting from the second half of 2026.

[1] "Net Revenues" refers to "AdTech Net Revenues," i.e. gross AdTech revenues net of Adapex's cost of sales (COGS), plus Bytek's revenues, Aramix's revenues, and Other Revenues. The reference to Net Revenues allows a like-for-like comparison between 1H 2026 data and the same period of the prior year, as for 2025 it excludes the revenues generated by the business discontinued by the US company Adapex Inc. in the second half of 2025.

Other consolidated Revenues, which include the portion of income accrued in the period from R&D grants for funded projects, together with R&D tax credits (Law No. 160/2019, as amended by Law No. 178/2020), amounted to €0.3 million, up from €0.2 million in 1H 2025.

Revenues - Business Lines	**1H 2026**	**1H 2025**	
in € mln		Net	Reported
AI for Industrial&Business Processes	0,8	1,1	1,1
AI for Data Monetization	3,9	4,6	7,1
- MarTech	*2,9*	2,7	*2,7*
- AdTech	*0,9*	1,9	*4,4*
Total Business Lines	**4,7**	**5,7**	**8,2**
Other Revenues	0,3	0,2	0,2
Total Revenues	**5,0**	**5,9**	**8,4**

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Significant Events

In the first half of 2026, Datrix focused its efforts on strengthening partnerships with an impact on the distribution of its AI solutions and on finalising new multi-year contracts with clients.

In particular:

- **Distribution partnerships:** Datrix and **Fair Play Consulting**, an independent strategic consulting and business engineering firm, signed a strategic partnership to guide Italian companies in the adoption of Artificial Intelligence and in the transformation of their operating models. Bytek joined the **Cloud Ready - BigQuery** programme after meeting the requirements for the BI, ML and Advanced Analytics category. The programme brings together organisations worldwide that have demonstrated high standards of integration, reliability and interoperability with Google BigQuery technologies. This achievement, which follows Bytek's entry into the **Google Cloud Marketplace**, represents recognition that Bytek's solutions can integrate natively and optimally with the BigQuery autonomous data-to-AI platform, in compliance with Google Cloud's rigorous technical standards and best practices.
- **Multi-year contracts in the AI for Industrial & Business Processes business line**: in 2026 Aramix concluded new agreements with **KLN Project**, a provider of integrated solutions supporting large-scale Oil & Gas projects; **Pitagora,** a financial intermediary specialising in salary- and pension-backed loans ("cessione del quinto"); and **Femo Gas**, a leading player in the design and management of biomethane production plants.
- Datrix was selected among the one hundred listed companies on Borsa Italiana that make up **the Intermonte Valore Italia Index**, dedicated to SMEs with a market capitalisation below one billion euros and not included in the FTSE MIB. The Index is part of **PMI2Change**, Banca Generali's innovative initiative designed to support the growth and competitiveness of Italian entrepreneurs and the development of listed domestic SMEs. Building on the Index, Banca Generali, together with Investlinx and Intermonte, launched a new actively managed, PIR-compliant ETF that will invest primarily in the universe defined by the Index.
- **Research activities:** Aramix will coordinate the **RENDITA** project (REsilient Network through DIgital Twin Applications), funded by the Italian Ministry of the Environment and Energy Security (MASE). RENDITA aims to develop a cutting-edge software platform for the predictive Operation and Maintenance of complex energy systems, to improve their efficiency and resilience. RENDITA will contribute to enhancing **EnerMind**, the platform developed by Aramix for the energy efficiency of large buildings and industrial plants.

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ABOUT DATRIX

Datrix is an Italian Group listed on Euronext Growth Milan (ISIN code IT0005468357) and an international ecosystem of vertical Artificial Intelligence B2B software companies.

The Group is active with AI-Based solutions in 2 business areas: AI for Data Monetization (to maximize growth opportunities in the Martech and AdTech sectors by transforming data into tangible value) and AI for Industrial & Business Processes (to optimize the efficiency of industrial and business processes in key sectors such as energy, manufacturing, finance, logistics, and transportation).

The Datrix Group today includes the brands: Adapex, Aramix, ByTek and Navla.

Datrix is also a technology partner of over 20 universities and international research centers for important Research & Development projects (funded by the European Union and Italy) based on Artificial Intelligence algorithms in the fields of LifeScience/Health, Social Well Being, and Cybersecurity. Datrix, with headquarters in Italy, operates in Europe, the United States, and the United Arab Emirates.

Website: http://www.datrixgroup.com

This press release is available on the Company's website www.datrixgroup.com in the "Investors/Press Releases" section, as well as at the SDIR "eMarket Storage" circuit at http://www.emarketstorage.it.

For more information

Datrix S.p.A.:

Investor Relations: Giuseppe Venezia, tel. +39 0276281064 - ir@datrixgroup.com

Investor Relations Consultant: Chiara Cardelli (KT&Partners) - ir@datrixgroup.com

Euronext Growth Advisor: Alantra / Stefano Bellavita, tel. +39 0263671601 - stefano.bellavita@alantra.com

Marketing & Communication: Pierluigi Vacca (CMO Datrix) – pierluigi@datrixgroup.com

Press Office: Dario Ferrante, mob. 3891328130 - dario@miserveunufficiostampa.com